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# COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

## 2004 2002 ANNUAL FINANCIAL REPORT (California Government Code Section 12588)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12588.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fund-raiser:

*American Trade & Convention Publications, Inc.*  
*312 East Wisconsin Avenue, Suite 314*  
*Milwaukee, WI 53202*

Name and Address of Charitable Organization:

CT No. 121244 F.E.I.N. No. \_\_\_\_\_  
*California Veterans Assistance Foundation, Inc.*

Name of Charity  
*726 Decatur Street, Suite 1*

Address of Charity  
*Hawthorne, CA 93308*

City, State, and ZIP Code of Charity

Figures from (check one): National Campaign ☐ California Campaign ☒

*Telemarketing* held (on) (from) 1/1/04, 20\_\_\_\_, to 6/30/04, 20\_\_\_\_  
(Type of Activity) (Date or dates must be shown)

Is the contract between the commercial fund-raiser and charity based upon a fee or percentage of revenue? (check one)  
If other, provide brief explanation \_\_\_\_\_

Fee ☐ Percentage ☒  
Other ☐

### 1. REVENUE

A. Cash contributions	<u>47,443</u>	A.
B. Entertainment sales or admission charges	_____	B.
C. Sales from products	_____	C.
D. Advertisement sales	_____	D.
E. Membership fees	_____	E.
F. Other sources: (Specify)		
a. _____	_____	Fa.
b. _____	_____	Fb.
c. _____	_____	Fc.
d. _____	_____	Fd.

G. TOTAL REVENUE

47,443 e. ✓

### 2. EXPENSES

A. Fees or commissions sub commissions	<u>29,145</u>	A.
B. Salaries	_____	B.
C. Payroll taxes	_____	C.
D. Employee benefits	_____	D.
E. Cost of merchandise for resale	_____	E.
F. Cost of entertainment	_____	F.
G. Postage	_____	G.
H. Advertising	_____	H.
I. Telephone	_____	I.
J. Rental of equipment	_____	J.
K. Facilities charge	_____	K.
L. Permits	_____	L.
M. Other expenses: (Specify)		
a. <u>solicitation materials</u>	<u>238</u>	Ma.
b. <u>bank fees</u>	<u>422</u>	Mb.
c. <u>overhead allocation</u>	<u>1,186</u>	Mc.
d. <u>PFR fee</u>	<u>9,335</u>	Md.

N. TOTAL EXPENSES

40,326 N.

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**2002 ANNUAL FINANCIAL REPORT**  
 (California Government Code Section 12599)  
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3. Amount to Charity (subtract line 2N from line 1G) 7,117 3.
4. Less additional fund-raising expenses paid by charity (to be completed by charity) 0 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) 0 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) 7,117 6. ✓

- 7 (a) Does any officer, director, partner or owner of the Commercial Fund-raiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the Commercial Fund-raiser has contracted to solicit?

☐ Yes ☒ No If "yes," complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	Name and address of charitable organization	Relationship of officer, etc. To charitable organization

(b) For each affiliation identified in 7 (a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

David Winograd

President

10/19/04

Printed Name

Title

Date

charitable organization for verifying the distribution.

Robert R. Piro

President/CEO

10-25-04

Printed Name

Title

Date

Adrian W. Krueger

Secretary/Treasurer

25 Oct 2004

Printed Name

Title

Date

Signature of authorized officer/director (Charity)

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